

# PERFECT PLACEMENT OF HAIR CARE PRODUCTS



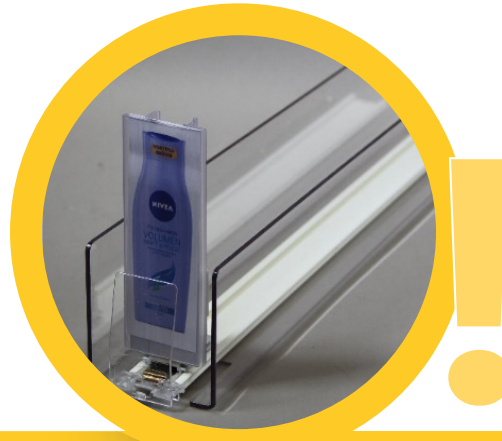
## THE SITUATION

- poor visibility and orientation for shoppers, as some products are placed at the back of the bottom shelf
- some products are not stable enough; risk of tipping

## OUR SOLUTION

### POS-T U-channel:

- easy installation, 1 component
- automatic front presentation
- planogram sustainability through stickers with product images
- optimal stability, no domino effect
- easy to refill and remove



## THE RESULT

- **+ 23.6 % sales** in 4 months (4 test stores)
- **rollout in 185 stores** completed
- **high satisfaction level** of store employees and shoppers
- visibility and orientation has significantly improved
- reduced shelf maintenance
- less Out-of-Stocks